

LEO BURNETT U.S.A.

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YOUR BASIC SEARCH PARTY



KEEP IT BASIC

SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.

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16 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.



F. PARKE/J. SCHMIDT/A. KENNAUGH